

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
Festival on the Green Subcommittee
Monday, August 23, 2010
Partnership Offices
1244 Storrs Road (Storrs Commons)
(860) 429-2740
5:00 p.m.**

Minutes

Present: Ashley Fraser, Jim Hintz, Deb McCrackan, and Barry Schreier

Staff: Kathleen Paterson

1. Call to order

Kathleen Paterson called the meeting to order at 5:07 pm.

2. Public comment

There was no public comment.

3. Review Task List

Advertising: Ashley Fraser shared drafts of the signs that she brought for review. She reported that the ads will begin this week and will run for three weeks in a row.

Ms. Paterson reported that the *Festival* website has been updated, and the events have been posted to the Partnership's facebook page.

Music: **Barry Schreier will contact the improv troupe again [Done].**

Parade: Mr. Schreier reported that 27 entrants are confirmed, including the "tykes." He said that Robin Rice from WILI will do the announcing and explained the set-up planned for the bleachers, mic, and podium. Mr. Schreier said that he and Tom Birkenholz would like to have five volunteers to assist with the Parade. He added that the UConn Women's Basketball team needs a vehicle or vehicles.

Jim Hintz commented that it might be challenging to find individual vehicles and suggested finding a flatbed truck. He said he would ask around about the truck. He also suggested that one person be assigned to the team to help coordinate them that day. Mr. Hintz said the team is committed to appear in the Parade and to stay for 30 minutes for autographs afterwards.

Ms. Paterson will ask Tony's Garage if they have a flatbed.

Mr. Schreier will ask Chris Kueffner for suggestions on a flatbed.

Set-up: Mr. Hintz asked for clarification on the site plan regarding Area B. He noted that in 2009, he stored items behind his booth.

Mr. Schreier asked if the grandstand and bleachers could be added.

Sponsors: Ms. Paterson reviewed the list of sponsors.

Deb McCrackan said that SBM Charitable has committed to the event.

Vendors: Ms. Paterson reviewed the list of confirmed vendors.

4. Celebrate Mansfield Weekend update

Mr. Hintz suggested letting restaurants across the street that do takeout know about Picnicpalooza! ahead of time so they can plan picnic specials.

5. Other

Ms. Paterson reported that she had talked to Ginny Walton about ordering the Hosmer Mt. Soda. She explained that, in the past, the Partnership has had volunteers staff a table selling Hosmer Mt. Soda as a fundraiser for the *Festival*. But, Ms. Walton said that the amount of money raised in the past few years had steadily declined. Ms. Paterson reminded the Committee that in 2009, members of the iParent Network had volunteered to staff the table and their group had received all the money earned. Ms. Paterson asked the Committee whether Ms. Walton should order the sodas for this year.

After some discussion, the consensus was to not sell the soda this year, and if participating food vendors would like to sell Hosmer Mt. Soda, then the *Festival* will collect the bottles at the waste stations as in past years.

6. Adjourn

The meeting adjourned at 6:09 pm.